

Marketing SFA Programs

Starts with the Welcome Email

- USAREC Resource Guide:
http://www.usarec.army.mil/downloads/hq/HRD/SFA/USAREC_FamilyResourceGuideOct2013.pdf
- “Please forward this email to your wife in case she has any questions. If she's on Facebook, she may be interested in joining our page:
<https://www.facebook.com/phoenix.battalion.1>”

Then they Inprocess

- Screen for EFMP, financial, marital, other MWR issues that may need follow-up and outreach to those Families.
- Ask leading questions: What does the family think of the move? What concerns does your spouse have? What concerns do you have?
- Get the spouse's email address.

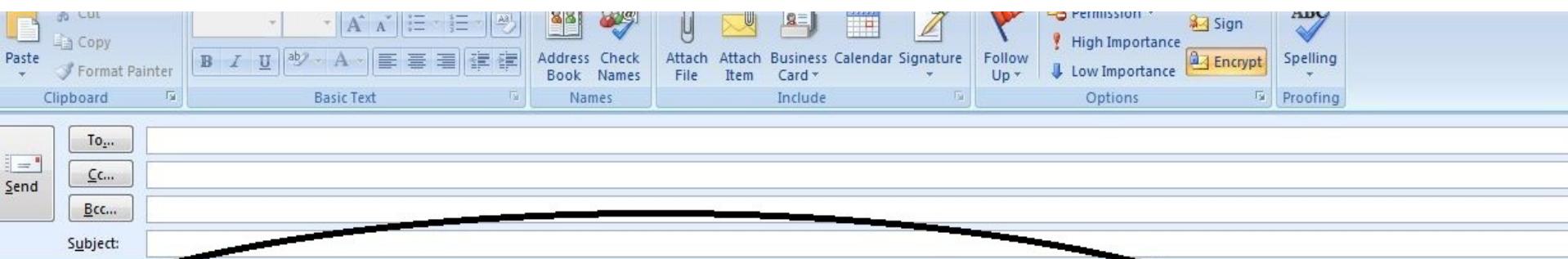
Sent to Newly-Assigned Spouses

Good morning & Welcome to Recruiting!

My name is Dena Hallman, and I'm the Soldier and Family Assistance Program Manager (SFA) for the Phoenix Recruiting Battalion. Just wanted to drop you a line to introduce myself and see if there are any relocation, Tricare, EFMP, employment or other issues I can assist you with. Please don't hesitate to contact me if you have any questions or need assistance.

(Good time to plug your Facebook page)

ICE: on new & reply emails



How'd I do? Please help me provide better service by filling out this short survey: https://ice.disa.mil/index.cfm?fa=card&sp=131064&s=1159&dep=*DoD&sc=6

Dena B. Hallman
Soldier & Family Assistance Program Mgr.
Army Recruiting Battalion, Phoenix
Tele: 602-254-0569
Toll Free: 1-800-790-0963 +5+4
Cell: 1-888-523-6024
Fax: 602-252-4916

DoD Safe Helpline for victims of Sexual Assault: 877-995-5247 or online at: <https://www.safehelpline.org/>

Find us on Facebook at: <https://www.facebook.com/phoenix.battalion.1> and for the spouses, <https://www.facebook.com/#!/groups/455292837853487/>

Got problems and questions? Try Military One Source for information and assistance, including face-to-face counseling, at no cost to Soldiers and family members. Contact them toll-free at 800-342-9647 or on the web at www.militaryonesource.com (user ID: military password: onesource).

Child Care Assistance Program subsidizes out-of-pocket child care expenses. Call toll-free at 1-800-424-2246 or visit the web site at <http://www.naccrra.org/military-families/army> to determine eligibility.

Tricare: <http://www.uhcmilitarywest.com/> 1-877-988-WEST (1-877-988-9378)
www.tricare.mil
https://www.metlife.com/individual/dental-insurance-center/index.html?WT.mc_id=vu1219 (For FAMILY MEMBERS) 1-877-638-3379

Active Duty Dental Care (Remote) 866-984-2337; www.addp-ucci.com

Military Family Life Consultant: (877) 629-9649 Personal Financial Counselor: (877) 629-9648

BCAC/HBA – Sent Bi-Annually

To...
Cc...
Send
Bcc... Home2; Home1; Home 3;
Subject: Need help with Tricare?

Getting a medical bill but don't know why? Having a problem getting specialty care? Or do you just want to understand how Tricare works? Call or email me; I'm a trained Health Benefits Advisor/Beneficiary Counseling and Assistance Coordinator.

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Recurring Emails/FB Posts

- Child Care Aware
- Respite Care
- Military OneSource services
- Job Openings/Resources
- EFMP Systems Navigator
- OMK events
- Got to send info out regularly (in separate emails). Emails are ignored until/unless the info is pertinent to us NOW!!